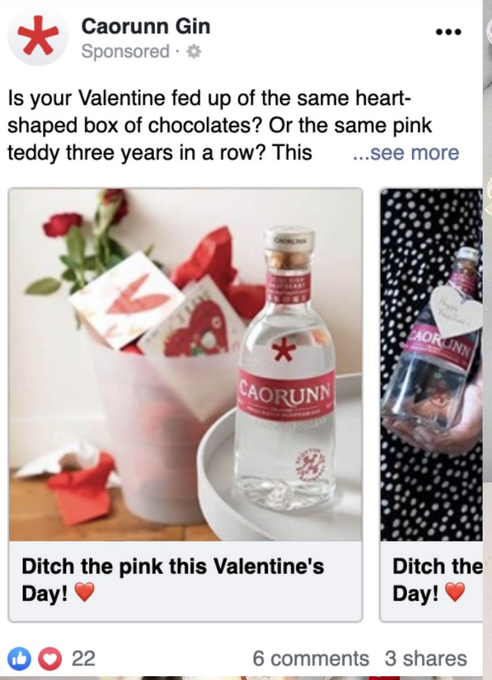

CAORUNN DISTILLERY

VALENTINE'S CAMPAIGN

WE WERE ASKED TO...

In a marketplace full of chocolates, flowers and teddy bears we were asked to drive consideration of Caorunn Raspberry leading up to Valentines.

SO WE...

Developed a creative campaign around valentine's being too pink already. Don't gift someone the same old valentines crap again, get them Caorunn's #NOTPINK Raspberry gin.

AND ACHIEVED...

By using copy that broke away from the usual, in the one week leading up to Valentines we came close to gaining one million impressions and 5K engagements, with just £2k in media spend.

An impressive engagement rate of 7.33% As well as an estimated ad recall lift: 19.76%

©YesMoreCreative.com